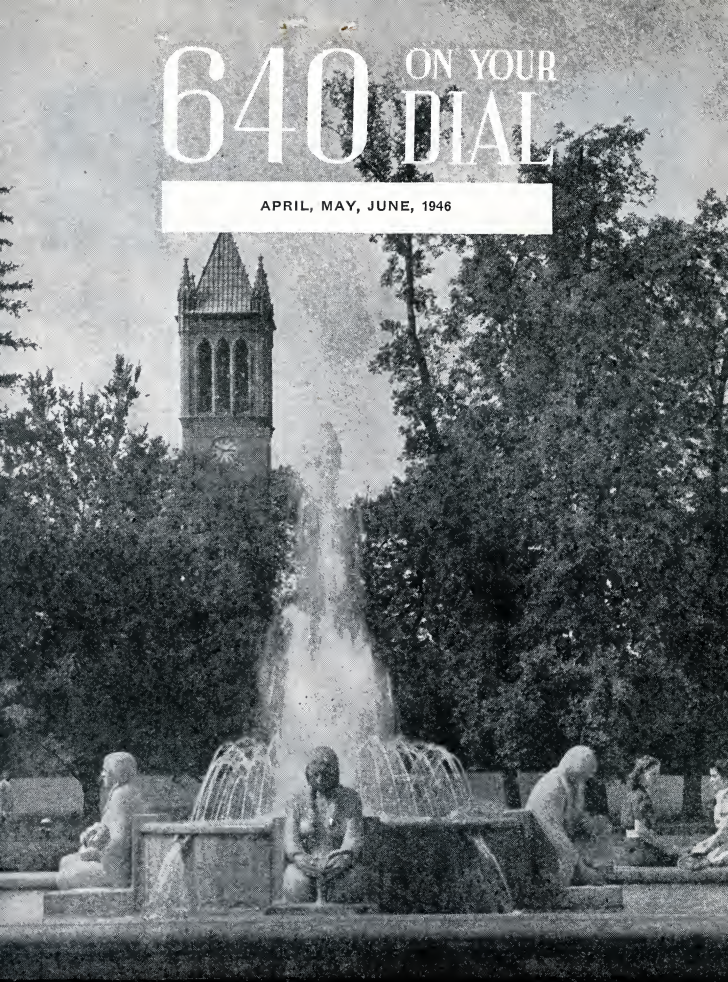
# 640 ON YOUR DIAL

APRIL, MAY, JUNE, 1946



# THE IOWA STATE COLLEGE BULLETIN

Director
W. I. Griffith

Program Director
Dick Hull

## Station Policy

*WOI is owned and operated in the public interest by the Iowa State College of Agriculture and Mechanic Arts at Ames, Iowa, with funds arising from taxation. In continuous operation since 1922, WOI sells no commercial time, devotes itself to educational and public service programs, good music, farm and market information for the world's richest agricultural area.*

*WOI uses the 24-hour service of the Associated Press radio news wire, the complete leased-wire market news facilities of the United States Department of Agriculture. In addition to the transcription service of the World Broadcasting System, WOI maintains one of the most complete phonograph record libraries in the Midwest.*

*WOI is federally authorized to transmit on 640 kilocycles with 5,000 watts of power and must leave the air at sunset to avoid interference with commercial station KFI in Los Angeles.*

*W. I. Griffith, Director*
*Of Station WOI.*

## Our Cover Picture

*Those of you who have been on the Iowa State College campus will recognize our cover picture this quarter. It is the fountain at the front entrance to Memorial Union and was designed by Christian Petersen, Iowa State College sculptor. The sculpting of the figures was also done by Petersen in his campus studio. In the summer, the blue-green waters of the fountain sparkle like a jewel in the beautiful setting of the campus.*


**THE IOWA STATE COLLEGE BULLETIN**

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## FROM FORTUNE

"Some of the . . . (non-commercial stations) . . . now operating, like . . . Iowa State College's WOI, are of superior quality. WOI, with farm information, Strauss waltzes, and operetta music, competes successfully for listeners with commercial stations loaded with soap opera; it has even had surprising success with daytime symphonic programs . . ."

. . . FORTUNE MAGAZINE
MARCH, 1946

So reads a comment from one of the nation's leading publication on WOI, the broadcasting service of Iowa State College. **Fortune Magazine,** in a nation-wide survey of radio programs, concluded the broadcasting industry was too much preoccupied with soap serials, audience-participation shows and balance sheets, suggested various schemes for radio to improve itself.

Several schemes were suggested for improving the general pattern of American radio programs, ranging from public grants of funds to be administered by special boards to the installation of more non-commercial stations such as WOI or WYNC, New York City's municipal station, WHA, University of Wisconsin, or WOSU, Ohio State University. They suggest that listeners and non-listeners might hasten the day of better programs by making their opinions known to stations, networks, advertisers and the Federal Communications Commission, but their greatest hope is that radio will improve itself, and like the movies, over the years, grow up through internal pressure.

Iowa State College believes that radio has a responsibility. It is a peculiar industry, not private in the usual sense; it is unlike other business enterprises because it operates by virtue of a public grant to do business, and must use the "people's air." Wave lengths are valuable; with less than 1,000 wave lengths in the U. S. there are not enough channels to supply everyone who might wish a station. As one of the most powerful educational forces in this scientific age, radio has a special obligation to make the most of its opportunities in the public interest as well as in its commercial development. More people listen than read—millions are affected on every issue. WOI has tried to the best of its ability to serve the public interest, the wants and needs of the people who support it, by offering an "extra" listening-choice on the radio dial, by furnishing the Iowa public with good music, news every hour and farm and market information. And it extends to all the educational resources of the Iowa State College. If WOI is achieving a measure of this goal, we urge that the radio audience continue to offer us suggestions in order that the service may be increasingly effective.

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## STATION NOTES

Many listeners have written in to ask when "Music to Remember," WOI's 45-minute dinner-hour concert, returns to the air. It begins April 1 at 6:15 p. m. and will continue, Monday through Friday, throughout the summer months. Some listeners have written that they plan their evening meal around this broadcast schedule.

Four from Iowa State College and WOI attended the NAB Iowa News Clinic at the Hotel Roosevelt in Cedar Rapids, March 22: Bob Mulhall, WOI news editor; Dick Hull, WOI program director; Dick Vogl, WOI chief announcer; and Prof. K. R. Marvin, Journalism Department head. More than 60 Iowa newscasters were present.

WOI Director W. I. Griffith plans to attend the clear-channel hearings of the Federal Communications Commission in Washington, D. C., in April. Testimony will be offered by regional stations, especially educational stations, showing the need of nighttime broadcast periods in order to provide better service to their listeners. WOI, for instance, would be able to broadcast a complete evening program including special sports events and prominent speakers from the Iowa State College campus.

The Federal Communications Commission granted WOI special permission to broadcast the four night contests of the Iowa high school basketball tournament from Iowa City. This was a special permission and provided WOI with no nighttime broadcast privileges over and beyond this single event.

Cap Bentley, WOI market news editor, is getting out a special calendar of market news broadcast schedules which will be available to listeners on request. Printed on an attractive, durable card, it will list the contents of each market news broadcast. It is designed to be placed on the wall beside your radio receiver for easy reference.

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If you like popular music, turn to 640 on your dial at 4:45 every day except Saturday and Sunday for the TM (Today's Music) program. It's a period of popular music prepared and presented by Bob Allbaugh.

## NEWS ON THE HOUR

News Editor Bob Mulhall and co-editor Jim Schwartz will continue the big job of keeping WOI listeners up to the minute in world, national and state news throughout the summer months.

Since the end of the war, these two editors have had their hands full keeping abreast of the latest happenings both on the foreign and domestic fronts and on the military and political fronts. It hasn't been an easy job with changes as rapid as they are at the present time.

Making use of the Associated Press wire service to station WOI and the Department of Agriculture wire, the men have at their command sources of news all over the world. Theirs is a job of evaluating the news, cutting or backgrounding it and giving WOI listeners a complete and fair picture of what is going on.

Editor Mulhall, in addition to his news duties, assists Dale Williams with sports backgrounding during Williams' broadcasts. He also conducts the Organ Moods program every morning over Station WOI.

Schwartz, a former Iowa newspaper editor and publisher, has fit into the news picture at WOI in fine style and has been featured on an increasing number of the newscasts, including the early morning spot. He is also an instructor in the Department of Technical Journalism at Iowa State College.

Jim Schwartz

Bob Mulhall

As the news picture moves on this summer with all of its problems and records of changes, the WOI news staff will continue to bring news on the hour to every WOI listener—another service of WOI, the educational station on the Iowa State College campus.

On the more human side of the ledger, Mulhall is going through the process of bringing up 9-month-old son "Mike," Gary Michael to the unacquainted, during his off hours. Schwartz will be faced with a similar problem in the near future. Whether he has received any constructive advice from Mulhall remains to be seen.

**For the**

**LATEST IN NEWS**

**640 On Your Radio Dial**

**News On The Hour**

## EDUCATIONAL FEATURES

LISTENERS OF ALL AGES, in and out of school, will find a number of special programs of value and interest in understanding political and scientific developments in the postwar world.

### SCIENCE

2:30 p. m. We Live With Science (Tuesday, Wednesday, Thursday) — The fourth annual Science Day by radio series for high schools.

2:45 p. m. Adventures in Research (Tuesdays) — The science reporter takes a tour through plant and laboratory.

2:45 p. m. Iowa Medical Society (Wednesdays) — The doctor speaks on practical problems of personal health.

2:45 p. m. Eyes on the Future (Fridays) — The Better Vision Institute with better eyes for better sight.

2:55 p. m. Highlights of History (Mondays) — The week's news in review for high school and junior high.

### PUBLIC AFFAIRS

4:05 p. m. Wake-Up America (Tuesdays) — A weekly round-table of major political issues—American Economic Foundation.

4:05 p. m. Freedom Forum (Thursdays) — Debate and discussion from overseas—British Broadcasting Company.

4:05 p. m. ISC Student Forum (Saturdays) — Iowa State College debaters argue issues of the day from the student point of view.

5:45 p. m. You Were There (Mondays) — The weekly report of the American Red Cross on service to soldiers overseas.

5:45 p. m. Chester Bowles—OPA (Tuesdays) — A weekly report by the head of the Office of Economic Stabilization.

5:45 p. m. One Man's Opinion (Wednesdays) — Commentary on the week's news by Earl Hall, Mason City Globe-Gazette.

5:45 p. m. Lest We Forget (Thursdays) — Institute for Democratic Education tells the story of great Americans.

5:45 p. m. Beyond Victory (Fridays) — World-Wide Broadcasting Company, Boston, discusses atomic power, United Nations Organization, world affairs.

Listeners to WOI's "news of the hour" broadcasts will find this public affairs information valuable as background. Listeners are also referred to the new "Dinner-Hour News" at 6:00 p. m. and to the "Noonday News Parade" at 12:45 p. m. (a new time).

## FROM COUNTRY GENTLEMAN

**(Reprinted through courtesy of Country Gentleman, February, 1946)**

For almost a quarter of Iowa's century of statehood, Station WOI has voiced the off-campus educational program of the Agricultural and Engineering Extension Services of Iowa State College. Tax supported, it sells no commercial time.

W. I. Griffith, director of the station for 20 years, puts its policy in this nutshell: "To bring the best the college has to offer to as many people as possible." That best is programed by Dick Hull and produced by Ed Wegener, two young men whose enthusiasm for radio is exceeded only by their determination to use on public-service programs the professional technique lavished on the big-time shows. WOI avoids either condescending to or back-slapping its audience. And it believes in widening dial choices available to Iowans by making its offerings contrast —rather than compete—with commercial programs.

Dale Williams, WOI's widely respected farm editor, and others who present general information programs, can draw upon nearly 500 faculty members—experienced in radio technique—for authoritative discussion in their special fields.

A major portion of livestock in the world's heaviest producing hog area moves to market on R. C. Bentley's round-the-clock market news service, which uses full-time leased wire facilities of the U. S. Department of Agriculture plus the produce-poultry service of Western Union.

Martha Duncan's "Homemaker's Half Hour" attracts 150,000 yearly requests for recipes and college bulletins—for Martha blends friendliness and information with rare skill. Her nimble-witted philosophy is known throughout the state and beyond.

Music comes in for a lion's share of program time and listener acclaim. Many an Iowan has grown up on the 20-year-old Music Shop which goes on the air for an hour and fifteen minutes each morning at 7:30 with programs ranging from Brahms to Victor Herbert. A single appeal for mail once brought in 7,000 letters from folks who felt they owed their enjoyment of good music largely to this program. "Matins," an early morning program of music and devotional talks, has for years had its own large and loyal following, which increased further during wartime.

Good reading hasn't been overlooked either. The Radio Book Club, organized in 1930 as a nonprofit lending library of the air, now totals 60,000 "subscribers."

## SPRING SYMBOL

Not just yet—but soon.

It won't be long until the green fields of Iowa corn start their climb from the earth to eventual ripening. Corn to feed the hungry of Europe and Asia. Corn for livestock all over the broad plains of America.

This year, however, Iowa farmers in the eastern part of the state are facing the serious problem of corn borers again. This year they've decided to do something about it.

In the past 4 years, the borer has caused total destruction to Iowa corn which has run to the alarming figure of 9 million dollars. That's the equivalent of 9 million bushels of Iowa corn.

On April 27, farmers will learn how to plow clean to control the borer. This is the one measure which appears to kill out the borer most effectively. From April 21 to 27, the state will observe corn borer control week. WOI, through its farm editor, Dale Williams, will publicize this week and will continue to give tips on how to combat pests which cost the farmer money every year.

# GOOD MUSIC... ALL DAY LONG

WOI will bring music-lovers an even wider choice of programs during the spring and summer months. With a longer broadcast day several musical programs return to the air, including the dinner-hour broadcast, "Music to Remember." Programs which are heard daily are listed below.

| | |
|---|---|
| 6:00— 6:15 a.m. Morning March Parade (Monday through Saturday) | Tunes for "early-risers" with famous marching bands. |
| 7:30— 8:00 a. m. The Music Shop (I) (Monday through Saturday) | A variety program of familiar classics, Strauss waltzes, light opera. |
| 8:05— 8:55 a. m. The Music Shop (II) (Monday through Saturday) | Overtures, opera, arias, favorite songs, symphony. A request program Saturdays. |
| 9:30— 9:45 a.m. Organ Moods (Monday through Friday) | Music from the console with Jesse Crawford and Wilson Ames. |
| 11:02—11:15 a. m. Children's Corner (Monday through Friday) | Stories and songs, music for very small children. |
| 11:30—12:00 m. Music in the Air (Monday through Friday) | Folk favorites, sentimental songs, hit tunes from shows. |
| 12:30—12:45 p.m. Serenade for Strings (Monday through Friday) | Music with the string orchestra, waltzes and musical comedy melody. |
| 1:00— 1:30 p. m. Midday Varieties (except Wednesday and Saturday) | Old-time favorites and modern novelty numbers—polka, schottische, gay nineties. |
| 1:50— 2:00 p.m. Hymn Time (Monday through Friday) | Great songs of faith—hymns from all churches. |
| 2:05— 2:30 p.m. Symphony and Song (Monday through Saturday) | A variety program of classic favorites, featuring famous artists and orchestras. |
| 3:05— 3:15 p.m. Patterns in Melody (Monday through Saturday) | A gay and tuneful 10 minutes of piano, voice and orchestral favorites. |
| 3:30—4:00 p.m. Columbia Masterworks (Monday through Friday) | Classics from the Columbia Library —great living artists in symphony and song. |
| 4:45— 5:30 p.m. Today's Music (Monday through Friday) | Music for moderns—dancing tunes for the younger generation in colleges and high schools. |
| 6:15— 7:00 p.m. Music to Remember (Monday through Friday) | Music for the dinner hour, slow-paced and quiet, song favorites of today and yesterday. |
| 7:05— 7:45 p. m. Twilight Symphony (Monday through Friday) | An uninterrupted period of great symphonic music from world-renowned artists. |

640 On Your Dial
Good Music
News on the Hour

# BASIC PROGRA

Station WOI — ISC

APRIL, MAY,

| Time | MONDAY | TUESDAY | WEDNESDAY |
|---|---|---|---|
| 6:00 | Morning Parade | Morning Parade | Morning Parade |
| 6:15 | Down on the Farm | Down on the Farm | Down on the Farm |
| 7:00 | FIRST EDITION NEWS | FIRST EDITION NEWS | FIRST EDITION NEWS |
| 7:10 | Matins—Devotions | Matins—Devotions | Matins—Devotions |
| 7:30 | The Music Shop | The Music Shop | The Music Shop |
| 8:00 | NEWS OF THE HOUR | NEWS OF THE HOUR | NEWS OF THE HOUR |
| 8:05 | The Music Shop | The Music Shop | The Music Shop |
| 8:30 | The Music Shop | The Music Shop | The Music Shop |
| 8:55 | Opening Markets | Opening Markets | Opening Markets |
| 9:00 | NEWS OF THE HOUR | NEWS OF THE HOUR | NEWS OF THE HOUR |
| 9:02 | Homemaker's Half Hour | Homemaker's Half Hour | Homemaker's Half Hour |
| 9:30 | Organ Moods | Organ Moods | Organ Moods |
| 9:45 | Market Reports | Market Reports | Market Reports |
| 10:00 | NEWS OF THE HOUR | NEWS OF THE HOUR | NEWS OF THE HOUR |
| 10:05 | Radio Book Club | Radio Book Club | Radio Book Club |
| 10:30 | Market Reports | Market Reports | Market Reports |
| 11:00 | NEWS OF THE HOUR | NEWS OF THE HOUR | NEWS OF THE HOUR |
| 11:02 | Children's Corner | Children's Corner | Children's Corner |
| 11:15 | Background News | Famous Short Stories | Camera Air Review |
| 11:30 | Music in the Air | Music in the Air | Music in the Air |
| 12:00 | NEWS OF THE HOUR | NEWS OF THE HOUR | NEWS OF THE HOUR |
| 12:02 | Iowa Farm Facts | Iowa Farm Facts | Iowa Farm Facts |
| 12:30 | Serenade for Strings | Serenade for Strings | Serenade for Strings |
| 12:45 | NOONDAY NEWS PARADE | NOONDAY NEWS PARADE | NOONDAY NEWS PARADE |
| 1:00 | Midday Music—Vikings | Midday Music—Varieties | Director Bliss Reports |
| 1:15 | Midday Music—Vikings | Midday Music—Varieties | Midday Music—Varieties |
| 1:30 | Closing Markets | Closing Markets | Closing Markets |
| 1:50 | Hymntime | Hymntime | Hymntime |
| 2:00 | NEWS OF THE HOUR | NEWS OF THE HOUR | NEWS OF THE HOUR |
| 2:05 | Symphony and Song | Symphony and Song | Symphony and Song |
| 2:30 | Choose Your Job | Science Day by Radio | Science Day by Radio |
| 2:45 | **Highlights of History | Adventures in Research | Iowa Medical Society |
| 3:00 | NEWS OF THE HOUR | NEWS OF THE HOUR | NEWS OF THE HOUR |
| 3:05 | Patterns in Melody | Patterns in Melody | Patterns in Melody |
| 3:15 | Martha Duncan's Corner | Martha Duncan's Corner | Martha Duncan's Corner |
| 3:30 | Columbia Masterworks | Columbia Masterworks | Columbia Masterworks |
| 4:00 | NEWS OF THE HOUR | NEWS OF THE HOUR | NEWS OF THE HOUR |
| 4:05 | Grinnell College Party | Wake-Up America (AEF) | ISC Department of Music |
| 4:30 | This Is Iowa State | Melodic Moods | This Is Iowa State |
| 4:45 | Today's Music | Today's Music | Today's Music |
| 5:00 | NEWS & SPORTS | NEWS & SPORTS | NEWS & SPORTS |
| 5:05 | Today's Music | Today's Music | Today's Music |
| 5:30 | Children's Playhouse | Children's Playhouse | Children's Playhouse |
| 5:45 | American Red Cross | Chester Bowles—OPA | One Man's Opinion |
| 6:00 | DINNER-HOUR NEWS | DINNER-HOUR NEWS | DINNER-HOUR NEWS |
| 6:15 | Music to Remember | Music to Remember | Music to Remember |
| 6:30 | Music to Remember | Music to Remember | Music to Remember |
| *7:00 | NEWS FINAL | NEWS FINAL | NEWS FINAL |
| *7:05 | Twilight Symphony | Twilight Symphony | Twilight Symphony |
| *7:30 | Twilight Symphony | Twilight Symphony | Twilight Symphony |
| *7:45 | Off the Air | Off the Air | Off the Air |

*WOI's broadcasting schedule, fixed by the Federal Communications Commission, requi
7:45 p. m. (This time is arrived at by striking an average of all sunset times for each
**Highlights of History heard Mondays, 2:55 p. m.

# AM SCHEDULE

roadcasting Service

JUNE, 1946

5000 Watts
Education—Information
Farm and Market Service

| THURSDAY | FRIDAY | SATURDAY | Time |
|---|---|---|---|
| Morning Parade<br>Down on the Farm | Morning Parade<br>Down on the Farm | Morning Parade<br>Down on the Farm | 6:00<br>6:15 |
| FIRST EDITION NEWS<br>Matins—Devotions<br>The Music Shop | FIRST EDITION NEWS<br>Matins—Devotions<br>The Music Shop | FIRST EDITION NEWS<br>Matins—Devotions<br>The Music Shop | 7:00<br>7:10<br>7:30 |
| NEWS OF THE HOUR<br>The Music Shop<br>The Music Shop<br>Opening Markets | NEWS OF THE HOUR<br>The Music Shop<br>The Music Shop<br>Opening Markets | NEWS OF THE HOUR<br>The Music Shop<br>The Music Shop<br>Opening Markets | 8:00<br>8:05<br>8:30<br>8:55 |
| NEWS OF THE HOUR<br>Homemaker's Half Hour<br>Organ Moods<br>Market Reports | NEWS OF THE HOUR<br>Homemaker's Half Hour<br>Organ Moods<br>Market Reports | NEWS OF THE HOUR<br>Iowa PTA Congress<br>Forward March<br>Market Reports | 9:00<br>9:02<br>9:30<br>9:45 |
| NEWS OF THE HOUR<br>Radio Book Club<br>Market Reports | NEWS OF THE HOUR<br>Radio Book Club<br>Market Reports | NEWS OF THE HOUR<br>Radio Book Club<br>Market Reports | 10:00<br>10:05<br>10:30 |
| NEWS OF THE HOUR<br>Children's Corner<br>Book Chat<br>Music in the Air | NEWS OF THE HOUR<br>Children's Corner<br>Magazine Rack<br>Music in the Air | NEWS OF THE HOUR<br>Girls' 4-H Clubs<br>Scenes From Music<br>American Farmer (ABC) | 11:00<br>11:02<br>11:15<br>11:30 |
| NEWS OF THE HOUR<br>Iowa Farm Facts<br>Serenade for Strings<br>NOONDAY NEWS PARADE | NEWS OF THE HOUR<br>Iowa Farm Facts<br>Serenade for Strings<br>NOONDAY NEWS PARADE | NEWS OF THE HOUR<br>Iowa Farm Facts<br>Boys' 4-H Clubs<br>NOONDAY NEWS PARADE | 12:00<br>12:02<br>12:30<br>12:45 |
| Midday Music—Varieties<br>Midday Music—Varieties<br>Closing Markets<br>Hymntime | Midday Music—Vikings<br>Midday Music—Vikings<br>Closing Markets<br>Hymntime | Iowa Farm Facts<br>Safety Speaks<br>Saturday Serenade<br>Saturday Serenade | 1:00<br>1:15<br>1:30<br>1:50 |
| NEWS OF THE HOUR<br>Symphony and Song<br>Science Day by Radio<br>Excursions In Science | NEWS OF THE HOUR<br>Symphony and Song<br>Creative English<br>Eyes on the Future | NEWS OF THE HOUR<br>Saturday Serenade<br>Voice of the Army<br>YMCA—YWCA on Campus | 2:00<br>2:05<br>2:30<br>2:45 |
| NEWS OF THE HOUR<br>Patterns in Melody<br>Martha Duncan's Corner<br>Columbia Masterworks | NEWS OF THE HOUR<br>Patterns in Melody<br>Martha Duncan's Corner<br>Columbia Masterworks | NEWS OF THE HOUR<br>Masterworks of Music<br>Masterworks of Music<br>Masterworks of Music | 3:00<br>3:05<br>3:15<br>3:30 |
| NEWS OF THE HOUR<br>Freedom Forum (BBC)<br>Melodic Moods<br>Today's Music | NEWS OF THE HOUR<br>Drake University Presents<br>This Is Iowa State<br>Today's Music | NEWS OF THE HOUR<br>ISC Student Forum<br>Moods in Music<br>Moods In Music | 4:00<br>4:05<br>4:30<br>4:45 |
| NEWS & SPORTS<br>Today's Music<br>Children's Playhouse<br>Lest We Forget | NEWS & SPORTS<br>Today's Music<br>Children's Playhouse<br>Beyond Victory | NEWS FINAL<br>Off the Air | 5:00<br>5:05<br>5:30<br>5:45 |
| DINNER-HOUR NEWS<br>Music to Remember<br>Music to Remember | DINNER-HOUR NEWS<br>Music to Remember<br>Music to Remember | | *6:00<br>*6:15<br>6:30 |
| NEWS FINAL<br>Twilight Symphony<br>Twilight Symphony<br>Off the Air | NEWS FINAL<br>Twilight Symphony<br>Twilight Symphony<br>Off the Air | | *7:00<br>*7:05<br>*7:30<br>*7:45 |

s the station to leave the air at local sunset: April—7:00 p. m.; May—7:30 p. m.; June—
onthly period.) All programs are subject to change without notice.

**Here's your library group. They're the ones who bring you interesting reading over WOI. Front row, left to right: Charlotte Petersen, Ruth Sprecher and Helen Hurlbutt. Back row: Robert Orr and Dr. Charles H. Brown.**

## LIBRARY "SPECIALS"

Each Monday at 11:15 a. m., Robert Orr, associate librarian, presents "Backgrounding the News," a program which deals with the stories. Using leading periodicals and authoritative books as source materials, Mr. Orr brings listeners a basis for interpreting the news. On Tuesdays at 11:15 a. m., Charlotte Petersen presents "Famous Short Stories," the best in brief fiction, old and new. Thursdays at 11:15 a. m., Ruth Sprecher, reference librarian, presents the "Book Chat," excellent reviews of new and forthcoming books. Miss Sprecher is also heard on Fridays at 11:15 a. m. with the "Magazine Rack," reader's digest of the air with the important selections from current feature articles.

## FIVE MINUTES PAST TEN

If you make a habit of listening to WOI each morning at 5 minutes past 10 o'clock you've become acquainted with that very personable lady, Charlotte Petersen, who presents the Radio Book Club program for the Iowa State College Library. Fun-loving and Irish, Charlotte Petersen combines the task of radio broadcasting and homemaking to the mutual benefit of the WOI audience, her husband, Christian Petersen, nationally-known sculptor, and her little daughter, Mary. WOI listeners are greeted with a parade of best-seller titles as well as those more rare and unique books which have to be sought out. Thousands of Iowa homemakers who have a "standing date" with the radio at 10:05 each morning may look forward to an even more interesting array of warm and human stories during the months to come.

**Students study a rock slab from LeGrand, Iowa. The specimen is an excellent one, showing on its surface many perfect specimens of sea lilies and other forms of marine life fossils. The slab was collected by a class which visited the LeGrand quarries several years ago. This is a part of the training in science which students at Iowa State College receive.**

## SCIENCE DAY BY RADIO

Science Day by radio, thirteenth in the Iowa State College series and the fourth by radio, will continue from April 2 through April 25.

A series of 12 radio broadcasts will be sponsored by the Science Division at the college at the rate of three a week. Program days have been set as Tuesday, Wednesday and Thursday. All will furnish interesting listening for high school students who plan on a career in science.

One of the most popular features of Science Day has been the sponsoring of contests for high school students. Five contests have been listed and will include a three-part mathematics examination—Algebra I, Algebra II and Plane Geometry, science vocabulary, history and government essay, bird identification and identification of trees in winter conditions.

## THIS IS IOWA STATE

A program designed to bring the average student before the mike in interview sessions, "This Is Iowa State," will continue to devote its time to students and student functions here at Iowa State College.

Its purpose is that of telling the folks at home just what goes on at Iowa State College to keep sons and daughters occupied in and out of classes. The program carries instructors and specialists as well as students on its 15-minute spot—4:30 to 4:45 on Monday, Wednesday and Friday.

It has been a practice to line up programs ahead of time in order that hometown stories may be sent out far enough in advance of the program to notify friends and families of those students appearing on the show that they may be heard over Station WOI at a particular time.

## WOI SPORTS NEWS

Dale Williams, WOI sports announcer, had quite a workout last month when he covered college games and then wound up the season with an endurance contest in the covering of 16 basketball games in the state boys' championship rounds at Iowa City.

Through special permission of the Federal Communications Commission, Dale was able to get in several night broadcasts of the Iowa State College cage contests. Again, the FCC made it possible to cover all night games at Iowa City in the state high school cage race.

This spring, Dale will be on hand for all of the broadcasts of the Iowa State College baseball games which are played on Saturday afternoons at Clyde Williams field. These will include the Minnesota game on April 20, Kansas State on May 4, Nebraska on May 11 and Iowa State Teachers on May 18.

In addition, Dale will travel to Manson, Iowa, for the broadcast of the state high school championship playoffs in that city. This broadcast will wind up the baseball activities for the spring.

At the present time it is expected that a broadcast will be made from Clyde Williams field here at Iowa State of the state high school track and field meet.

**Iowa State Baseball Schedule**

**April 5-6—Iowa State Teachers at Cedar Falls.**
**April 12-13—Oklahoma at Norman.**
**April 19-20—Minnesota at Ames.**
**April 26-27—Nebraska at Lincoln.**
**May 3-4—Kansas State at Ames.**
**May 10-11—Nebraska at Ames.**
**May 17-18—Iowa State Teachers at Ames.**
**May 24-25—Missouri at Columbia.**

## FARM FEATURES

Over on this side of the page, Dale Williams changes from sports to farm editor.

Almost every farmer in Iowa is familiar with Dale's early-morning "Down on the Farm" program as well as with the afternoon "Farm Facts" program. Both feature specialists in the various fields of agriculture.

Specialists from the college resident and extension staffs appear on Dale's programs to answer questions which have been asked by farmers. In addition, Dale features these same specialists in timely subjects related to agriculture. He and his guests suggest to farmers when to get ready for planting crops, when to treat, when to harvest, and diseases and insects to watch for once the crop is in. How to care for machinery and farm buildings and installations also have a part on Dale's programs.

In short, Farm Editor Williams brings the farmer one of the most complete farm information and feature programs obtainable. And it isn't a dry program. Rather, it is spiced with plenty of humor—most of which is directed at Extension Editor C. R. Elder's Maxwell, now deceased, and Engineer Mel Haas' creative poetry attempts on the program.

For information and for entertaining doses of humor, stay turned to 640 on your dial for the "Down on the Farm" program from 6:15 to 7 o'clock in the morning and the "Farm Facts" program from 12 o'clock noon until 12:30.

## HIGHLIGHTS OF HISTORY

Each Monday at 2:55 p. m. WOI presents highlights and explanations of the previous week's major news development. Intended for use in Iowa schools, the program probes behind the news, in the belief that current events are the last chapter of history, and in the preceding chapters lie explanations for developments today.

## TM (Today's Music)

"Today's Music" is beamed from WOI for those who like to listen to popular music of a lighter nature. It is now under the able direction of Bob Allbaugh.

Vern Carlson, upon graduation, entrusted the program to Bill Merrill. Bill did right well with the popular platters until Uncle Sam beckoned to him. Now he's with the army at San Antonio, Texas, devoting his talents to becoming a cog in the American army.

Bob Allbaugh, a popular music fan, took a whirl at the job and has steadily improved. Bob, by the way, lives on request mail, so don't be bashful. A card or a letter will bring you the selection you want if it's in the WOI library.

If you want to hear popular music, stay tuned to 640 on your dial from 4:45 to 5:30 on Monday, Tuesday, Wednesday, Thursday and Friday. On Saturday, the program pops out of your speaker under the title of "Saturday Serenade" from 1:30 to 2:30 in the afternoon.

## RADIO BOOK CLUB

Helen Hurlbutt voices reviews for WOI's "lending library of the air." Each Monday and Friday at 8:15 a. m., listeners hear description of new titles added to the lending list of this radio library. This service to radio listeners, operated at cost by WOI and the Iowa State College Library, permits members to borrow books which may not be available in their home communities. Titles range from fiction through history, biography and science.

**Cost of a Book Club Membership**

**A $3 fee entitles you to borrow 20 books, postpaid.**

**A $2 fee entitles you to borrow 12 books, postpaid.**

**Book lists are furnished with membership.**

**Renewal memberships will be issued at a reduction of 50 cents for 20 coupons or 25 cents for 12 coupons.**

**Write for the book club catalog.**

## SCHEDULE CHANGES

During April, May and June, the Federal Communications Commission fixes a later sign-off time for WOI. This extended time will permit the return of Dinner-Hour News at 6:00 p. m., Music to Remember at 6:15 p. m., the News Final at 7:00 p. m. and Twilight Symphony at 7:05 p. m. Listeners should consult the "Basic Program Schedule" on pages 8-9 for detailed information, according to months.

**A high school journalist on a visit to Iowa State College demonstrates to her classmates the use of the wire recorder in preparing programs ahead of broadcast dates. Station Director W. I. Griffith is an interested spectator.**

## MUSIC NOTES

Many special music features are offered throughout the WOI broadcast week in addition to the daily broadcasts of musical programs. Some of these are on the weekly broadcast of the Iowa State College Department of Music, headed by Prof. Tolbert MacRae. Each Wednesday Professor MacRae presents some outstanding musical event. It may be a recital from the Memorial Union organ or a concert by the Iowa State Men's or Girls' Glee Club. The Iowa State College Concert Band is heard frequently on these programs.

**Grinnell College and Drake University, heard Mondays and Fridays, respectively, at 4:05 p. m., frequently offer fine musical broadcasts. Ralph Brockway, Navy V-12 pianist, appears on Tuesdays and Thursdays at 4:30 p. m. with keyboard stylings in the program "Melodic Moods." "Scenes From Music," stories behind the songs you hear, is broadcast each Saturday morning at 11:15 by Pearl Converse.**

Classical music lovers can hear a full symphony or opera on Saturdays from 3:05 to 4:00 p. m. with WOI music director Ed Wegener; exponents of the popular school can listen to Claire Gross and "Saturday Serenade" from 1:30 to 2:30 p. m. for a full 60 minutes of modern rhythms.

## LIBRARY "SPECIALS"

"Magazine Rack," a reader's digest of the air, is heard each Friday at 11:15 a. m. Ruth Sprecher, reference librarian at Iowa State College, presents this weekly review of important magazine features. On Mondays at 11:15 a. m. Robert Orr, associate librarian, brings WOI listeners "Backgrounding the News." This is a program which deals with the important news behind the news. From leading periodicals and authoritative book materials, Mr. Orr brings listeners a basis for interpreting the world's daily events. "Famous Short Stories," the best in brief fiction old and new, heard each Tuesday at 11:15, is presented by Charlotte Petersen.

## GARDEN TIPS

This year a victory garden in every home garden plot will be every bit as important as gardens were during the war years.

We do not have the war with us. We have its aftermath—the thousands of starving people in Europe and in Asia. It is the duty of the United States to pitch in and feed these people from the bountiful supplies we have on hand.

How can a garden help in this job?

Well, every time you take advantage of the produce in your garden, grow it, put it on the table, preserve it, you cut down on a visit to the store. As you supplement your diet from your garden, the commercial manufacturers of food have that much more available to ship for relief of the starving people in Europe and Asia.

Iowa attained huge goals of production in wartime. Now Iowa will do likewise in peacetime. But every home should have a garden in this all-out program of production and conservation.

Through the facilities of Station WOI, the home gardener will have the advantage of getting daily garden tips as planting, spraying and growing time approaches. These tips are timely hints aimed at helping the gardener get the most production. Martha Duncan, WOI women's editor, has garden specialists on her 9:00 a. m. program. Dale Williams, WOI farm editor, features the question box and specialists at 12:00 noon. Often, bulletins are made available to gardeners to make their job easier.

If you are gardening this year, and you certainly should, listen to Martha and Dale for helpful gardening tips. Let them tell you what the specialists say and what bulletins are available to you.

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For you stay-abeds who would like to get up early: Turn to 640 on your dial for the March Parade at 6 a. m. Stirring strains of the best military and concert bands will make you want to be up and about.

**Prof. M. L. Cushman**
**Department of**
**Vocational Education**

## CHOOSE YOUR JOB

The eleventh annual radio course in vocational guidance, "Choose Your Job," will continue through the months of April and May under the guidance of Professor M. L. Cushman of the Department of Vocational Education. Each program will consist of an interview with a leader in the occupation under consideration, and general information about the training, rewards and necessary abilities.

More than 300 high schools in Iowa are setting aside time on Monday afternoons at 2:30 for their students to listen to this feature. Summaries of each broadcast with vocational references are available to listeners on request.

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**Dr. Charles E. Friley**
**President of Iowa State College**

## ABC BROADCAST

WOI and the American Broadcasting Company will tell the story of Iowa State's newest research station in Central America when the "American Farmer" program is broadcast from studios of the college station at 11:30 a. m. on April 20. Dr. Charles E. Friley, Iowa State's president, has announced that this new research center in Guatemala will be an outpost for the study of corn and other crops originating in Central America and of importance to midwest agriculture.

This new agricultural study center, believed to be the first of its kind operated by a United States educational institution, independently of the government, culminates 2 years of plant exploring and preliminary corn research begun in Guatemala early in 1944. Dr. George Goodman, now at the University of Oklahoma, and Dr. I. E. Melhus, head of Botany and Plant Pathology at Iowa State, will supervise the research center.

This American Broadcasting Company feature from Station WOI is one of a series originating at points of agricultural interest around the country.

Left to right above are members of the Workshop at Station WOI as they present the current Children's Playhouse production "Peter Pan." Marj Carroll and Bill Merrill emote as Martha Simons makes like a marching army with the marching machine, and Midge Kolfenbach gets ready to slam a prop door. (Photo courtesy Country Gentlemen)

## PLAYHOUSE PRESENTS PETER PAN

At the present time, the Children's Playhouse is presenting "Peter Pan" for the young listening audience from 5:30 to 5:45. Rehearsals for the production start at 4:30 each day and from then on to the last word of the broadcast script, the clock limits the actions of the group.

Because of the popular acceptance of "Tom Sawyer," "Alice in Wonderland," and the "Wizard of Oz" last spring, the Playhouse group plans to make an equally interesting spring listening session this year.

In charge of the entire Workshop is Ed Wegener, WOI production manager.

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## MORE COMPLETE MARKETS

With the return of the free market, without the ceilings, WOI market editor Cap Bentley has been receiving more and more requests for the WOI market schedule. This is particularly true of poultry and egg dealers.

The complete wartime markets answered a need for these dealers, and now an even more complete market report is available to them, and they are taking advantage of the service offered by WOI and Bentley.

New additions to the market schedule include an over-all picture of the day's markets from 6:12 to 6:15 Monday through Friday following the closing news of the day. This report brings in the Chicago closing grain; New York closing cotton; Wall Street closing stocks; New York closing bonds; midwest, interior and terminal hog reports; midwest and terminal cattle reports; midwest, interior and terminal sheep reports and the Chicago spot egg market report.

Another new service is the addition of two more Wall Street market reports. In the past, the opening Wall Street report was given at 9:45 a. m. Now, the mid-morning market is reported at 11:30 and the closing Wall Street report is given at 2:30 p. m.

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